

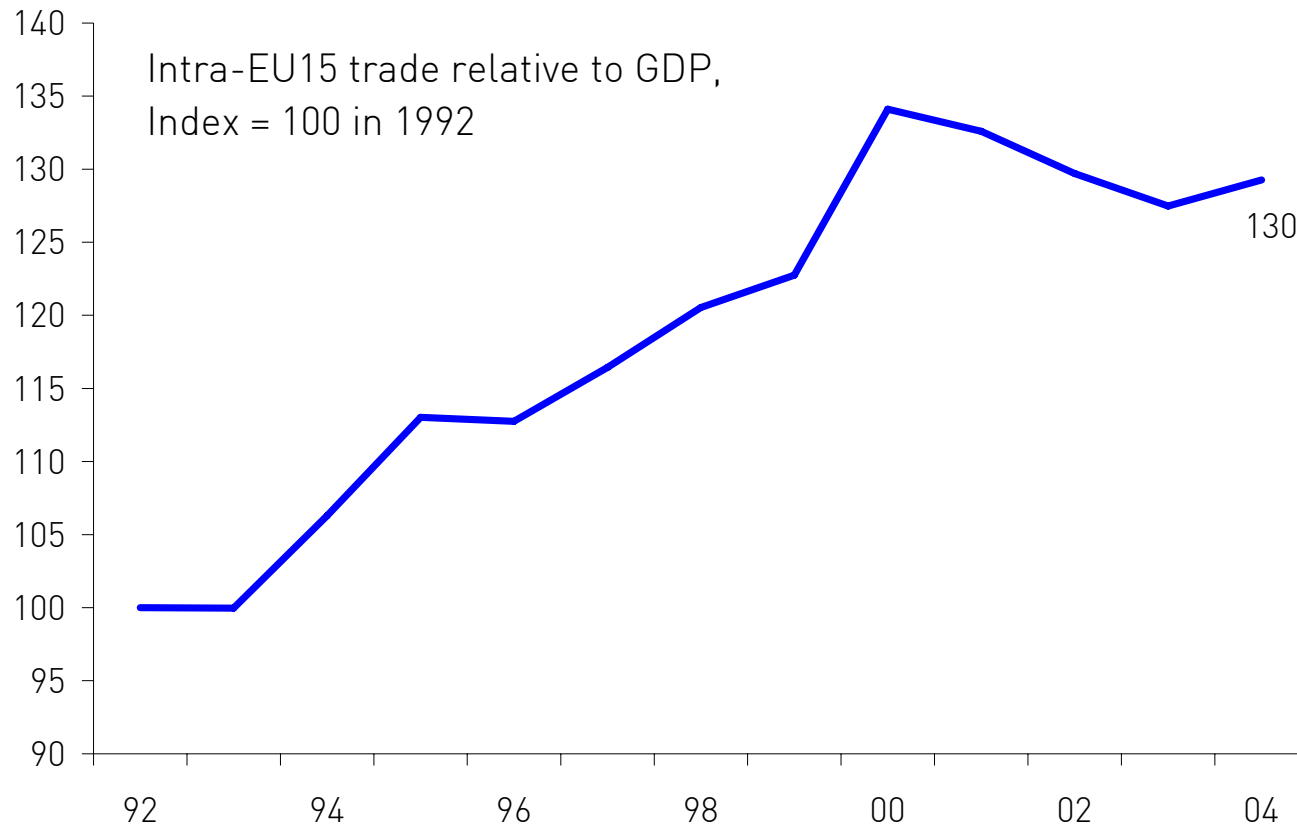


# **Why do companies care about Europe?**

Philippe de Buck  
Secretary General of UNICE

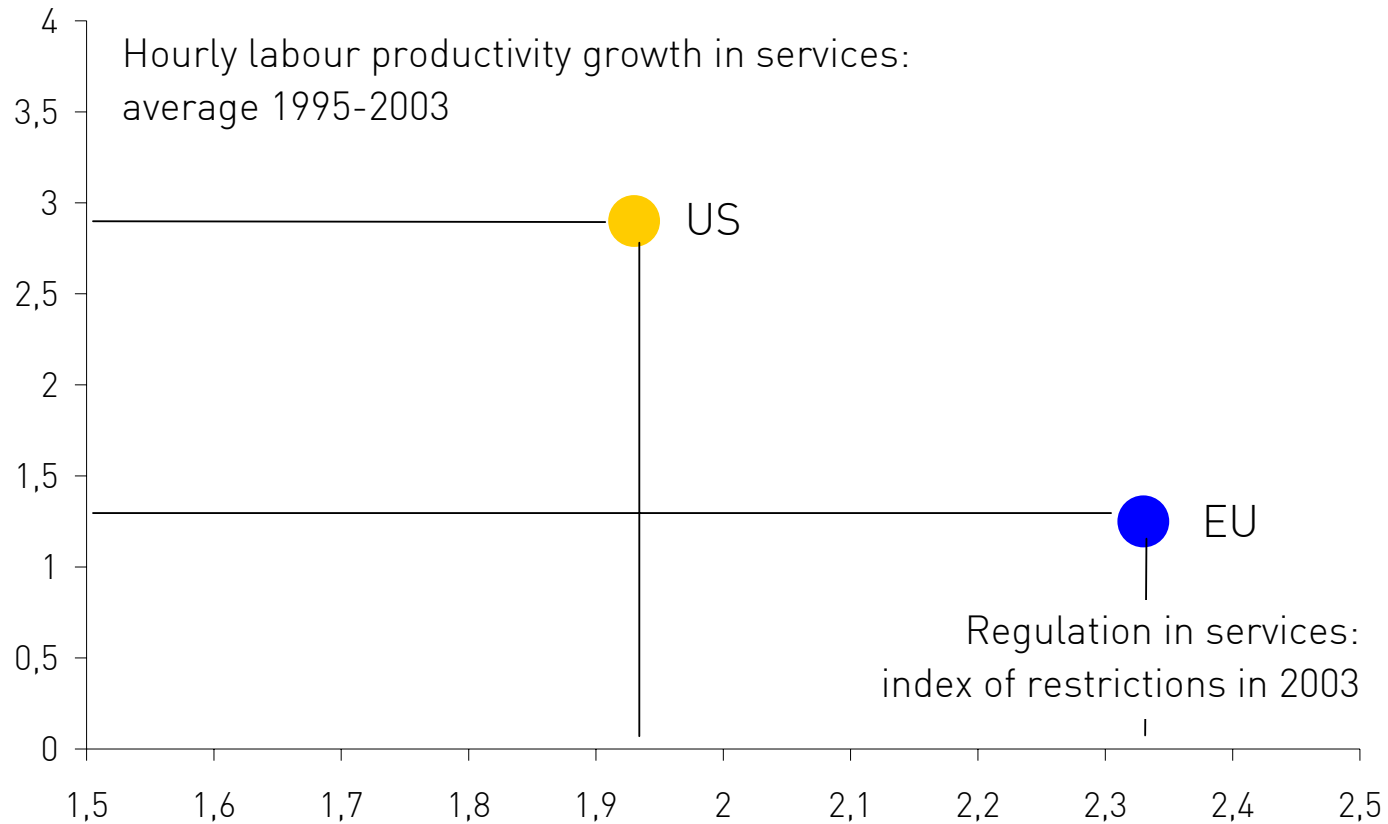
UNICE DAY 2006

# Market integration is a powerful growth engine



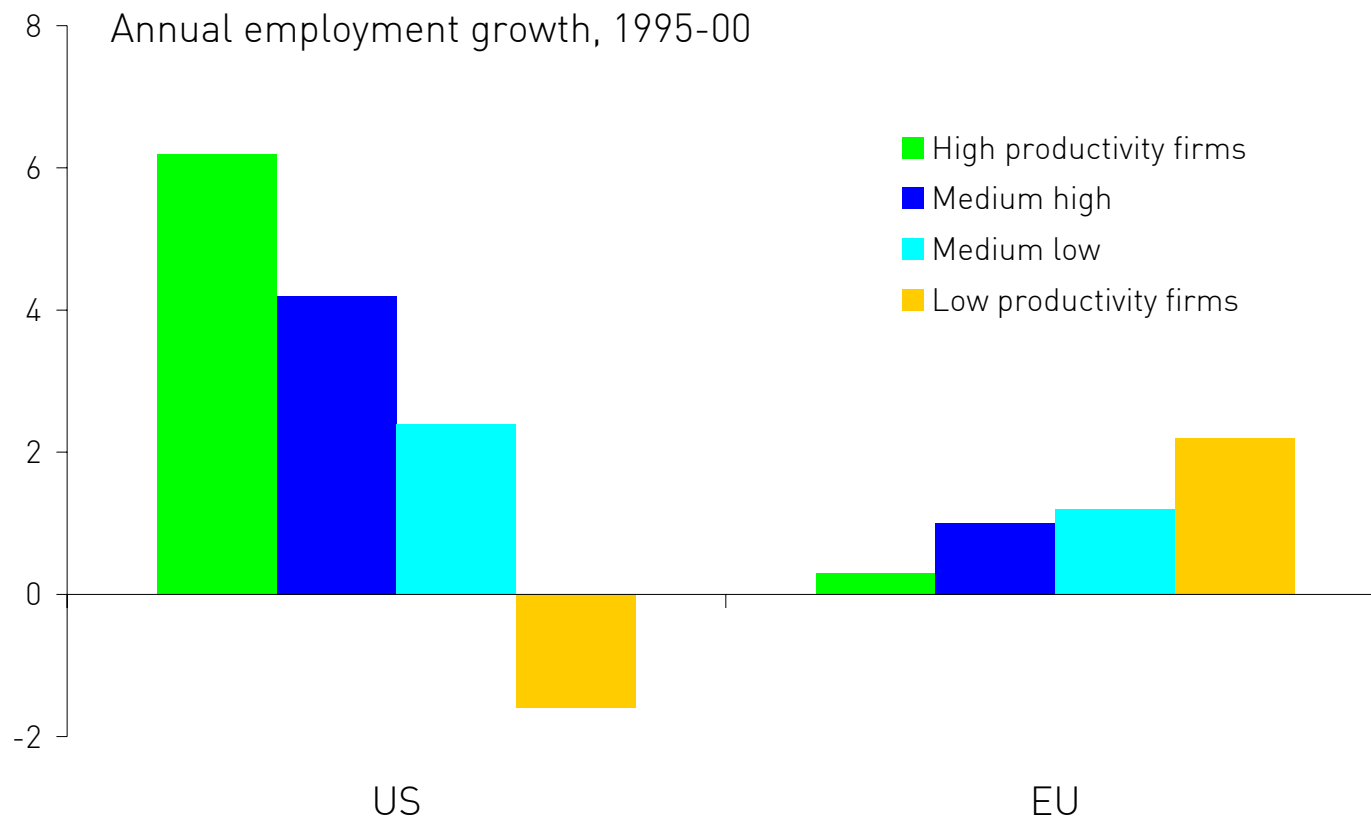
Source: UNICE based on Eurostat and WTO data

# The price of lacking an internal market for services



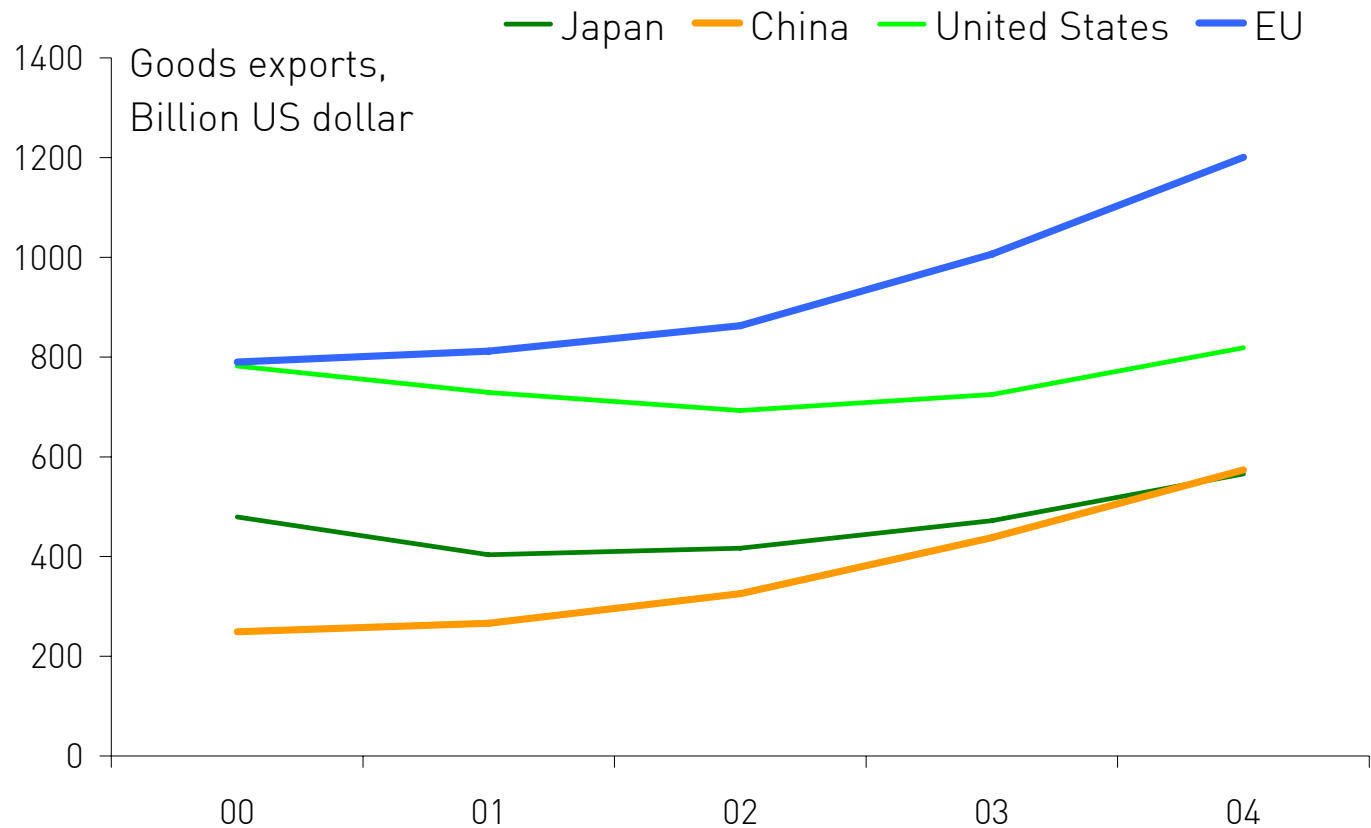
Source: UNICE based on OECD and GGDC data

# Implement the reforms to unlock business potential



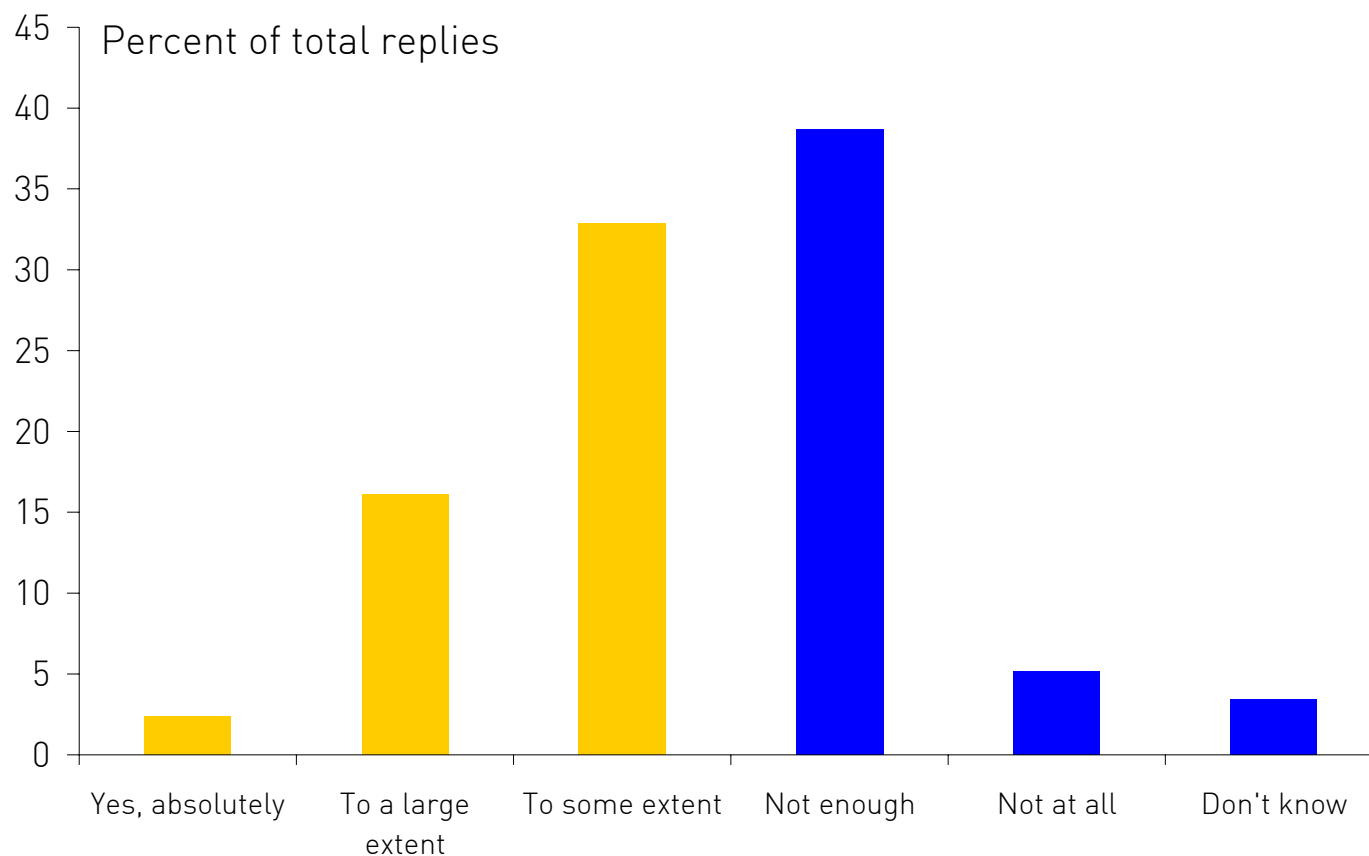
Source: McKinsey Quarterly (2005)

# Open access to high growth markets



Source: UNCTAD

# Does Europe care about companies?



Source: poll of 320 companies for UNICE Day